

The 2009-10 WASFAA year is well underway! The Executive Committee recently held a retreat at Carthage College where they learned more about how the association operates, what is expected of them, our financial situation and each other.

The highlight of the retreat was a brainstorming session in which the Executive Committee identified our Association’s short-term (1 year) and our long-term (5 year) goals. The idea behind this was that we don’t want to simply survive as an organization, we want to flourish. In order to be as transparent as possible, I have listed those goals below. While they certainly represent a new way of strategic thinking, we are confident that we can achieve these goals due to the strength of our membership. I encourage all of you to share any ideas you might have with us. Please visit our website at [www.wasfaa.net](http://www.wasfaa.net) to meet your elected and volunteer leaders.

Thanks to strong leadership, we have overcome many challenges over the past few years. However our profession will continue to be challenged. Whether it’s the Higher Education Opportunity Act (HEOA), the Higher Education Reconciliation Act (HERA), the Ensuring Continued Access to Student Loans Act (ECASLA), or the President’s recent budget proposals, these are truly transformative times in student aid.

I can assure you that the leadership of WASFAA and the Conference Committees will be working hard this year to represent the needs of our students, keeping you informed of important regulatory updates, and giving you the tools necessary in order to provide exceptional customer service to the students you serve. I hope you too will join us in this adventure!

**1 Year Goals**

| Goals                                                                                                                                                                                         |
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| Follow Robert’s Rules of Order                                                                                                                                                                |
| Sustainability; looking at real numbers; what is our financial picture; running simulations based on lower membership and no corporate support; assess the buying power of our school members |
| Website redesign to insure functionality and relevance                                                                                                                                        |
| Encourage more people to volunteer to serve on the Executive Committee                                                                                                                        |
| Redesign business meeting; more formal presentations; educate members on what’s going on                                                                                                      |
| Archives/better record keeping/communicating goals of WASFAA/improve association governance/smooth transition of leadership                                                                   |
| Handbook update/understanding roles/look at time commitments                                                                                                                                  |
| Create a manual/handbook for each position on the Executive Committee                                                                                                                         |
| Provide members an online payment option                                                                                                                                                      |
| Social networking websites to communicate information\improve communication                                                                                                                   |
| Higher Education Day participation                                                                                                                                                            |

**5 Year Goals**

| Goals                                                                                                                                            |
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| Getting a handle on all of the college access programs in the state. What they are, what their functions are, and how does WASFAA fit into that. |
| Conference location guidelines/resources/survey members on needs and formats                                                                     |
| Start MASFAA 50 year anniversary planning in October 2012/WASFAA’s 45 anniversary                                                                |

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| Keep conferences relevant\One conference versus two\alternative training options\survey members about what they want out of the association |
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| Understand committee priorities and functions |
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| Evaluate role of leaders/is our organizational structure appropriate and meeting our needs/do we need more help? |
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